



Llywodraeth Cymru  
Welsh Government

World Food  
& Drink Trade  
Exhibition

**SIAL, Paris**

**15-19 October 2022**

## Why Exhibit

- SIAL Paris is Europe's largest multi-category trade exhibition taking place in 2022 and a flagship event in the worldwide food calendar with visitors from over 200 countries.
- The event is a must for any companies with European trade interests, where you will get the opportunity to be seen by over 300,000 trade contacts.
- Be part of the high profile Cymru Wales pavilion where you will benefit from prime positioning at the event and a comprehensive support package including:
  - Designated stand on the Welsh Pavilion
  - Freight
  - Travel and Accommodation

## Participation Options and Cost

We are inviting applications from producers to participate under the Cymru Wales brand on a visit to the long awaited SIAL 2022.

Food and Drink Wales will have a stand in the International Hall (positioned with the majority of the other British exhibitors) as well as having a stand in the Dairy Hall. The costs to exhibit under the Cymru Wales brand have been 50% subsidized by the Welsh Government – see package options below:

## Package A – Individual Stand 6sqm – Cost £2,914 + VAT 3sqm – Cost £1,457 + VAT

Includes:

- 5 night's accommodation with breakfast for **2 people** (1 delegate option available) – NB **this package is accommodation only and does not include travel costs**
- Dedicated exhibition space on the Welsh Pavilion on a 6sqm or 3sqm stand, (smaller and larger stands available at varying costs, please make contact)
- Exhibition Management Fee
- Outward exhibition freight forwarding (limitations apply)
- Graphic panels and stand furniture
- Entry in show brochure and inclusion in marketing literature
- Exhibitor show passes (max 2 per company)

## Package B – Export Visit Cost £800

- 5 night's accommodation with breakfast for **1 person** – NB **this package is accommodation only and does not include travel costs**
- Entry in show brochure and inclusion in marketing literature
- Exhibitor show pass (1 x Exhibitor show pass)

As a result of COVID-19, our involvement may be subject to change at short notice. Please note attendance at overseas trade exhibitions will be subject to the latest regulations from the Welsh Government and restrictions in the relevant market. Producers are responsible for organising their own travel insurance, which covers Covid-19 where applicable.

The prices shown are inclusive of a COVID-19 Recovery Supplement, a temporary measure to support companies to attend this event.

Due to the popularity of the show we would advise you to book as soon as possible to avoid disappointment and before the deadline of **6 July**.

After this deadline, late applications will be considered but may be subject to availability and possible increased costs.

**Closing Date:  
6 July**

E-mail for an application form:  
[glynis.perry@gov.wales](mailto:glynis.perry@gov.wales)